

THIS WORLD AIDS DAY, WE CONTINUE TO



Why are we continuing to "Get Loud"?

The short answer is that we still have work to do.

In 2020, we created Get Loud Louisiana, a community-centered campaign and five-year strategy to end the HIV epidemic in our state. It was a fresh initiative to bring all of Louisiana together to strategize about how to end the HIV epidemic. While there is no one solution, we settled on a few ideas to get us going in the right direction:

- We wanted everyone to start talking more about HIV, sexually transmitted infections (STIs), hepatitis C and sexual health.
- We wanted to break down the stigma and misconceptions that surround HIV, STIs and hepatitis C.
- We wanted to lift up the voices of those who are living with HIV and those who are impacted — and make sure they are the ones leading the way forward.

Learn more at GetLoudLouisiana.org.

What do we mean by "Ending the Epidemic"?

Many community leaders across the United States are calling for an end to the HIV epidemic in their cities, their counties and their states through the development of Ending the HIV Epidemic (ETE or EHE) plans. We now have the tools to effectively do just that — PrEP (pre-exposure prophylaxis), which allows people to remain HIV-negative, much-improved medications that allow people living with HIV to enjoy the same life expectancy as people without, and scientific proof that Undetectable=Untransmittable (U=U) allows people living with HIV to prevent the transmission of HIV to intimate partners. We are in a position to create ambitious and bold plans to improve health outcomes for all people living with and vulnerable to HIV, reducing its impact and bringing new infections below epidemic levels.

As of June 30, 2022, a total of 22,596 persons were living with HIV (PLWH) in Louisiana. Of these individuals, 11,056 persons (49%) have an AIDS diagnosis. In 2020, Louisiana ranked 4th in the nation for HIV case rates and 11th in the number of estimated HIV cases.



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How can I get involved?

You can get involved by lifting your voice to **End the HIV Epidemic.**

This toolkit was created to assist community members and partners of the STD/HIV/Hepatitis Program in participating in our World AIDS Day 2022 Campaign. In this kit, you will find the following:

- Social Media Guide
- Fact Sheets
- Wear Red Day
- World AIDS Day Events
- Get Loud Louisiana Talking Points



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SOCIAL MEDIA GUIDE

Now is the time to “Get Loud Louisiana” (GLL) and End the HIV Epidemic! Louisiana has endured long enough and we are using our voices, power, and resources to fight against HIV. One valuable tool we will be using to amplify our message to the communities in Louisiana is social media.

This guide will provide you with “easy to grab” content to customize for your region and audience. We encourage you to make these posts personal for your community to digest the content with ease. Also, take a shot at creating your own post — remember, you know your community best! We would like these posts to be as engaging as possible to educate Louisiana residents about the HIV epidemic.

Statistics Posts

- In 2021, 903 new HIV cases were diagnosed in Louisiana. #GetLoudLouisiana #EndingtheEpidemic #StarttheConversation
- In 2021, there are over 1 million Americans living with HIV in the United States. #GetLoudLouisiana #EndingtheEpidemic #StarttheConversation
- Louisiana ranked 4th in the nation for HIV case rates in 2020, with Baton Rouge in 7th and New Orleans in 9th among metropolitan areas. #GetLoudLouisiana #EndingtheEpidemic #StarttheConversation

Community-Facing Posts

- Louisiana is still getting loud about Ending The HIV Epidemic! Don’t be silent; share your voice and find out how to get involved at GetLoudLouisiana.org
- Did y’all hear that? It was us GETTING LOUD about getting tested for HIV. It literally only takes a minute in some places. Go to www.lahhub.org to see where to get tested.
- What’s louder than crunching on crab legs? Us, ending the HIV Epidemic with your help. Visit GetLoudLouisiana.org to find out how.
- Second-line down our comment section and leave an instrument emoji. We are getting loud and Ending The HIV Epidemic! GetLoudLouisiana.org

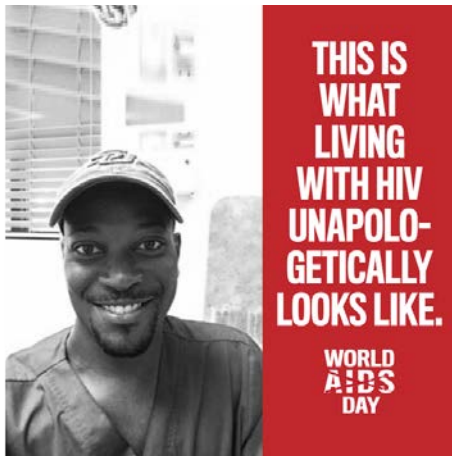


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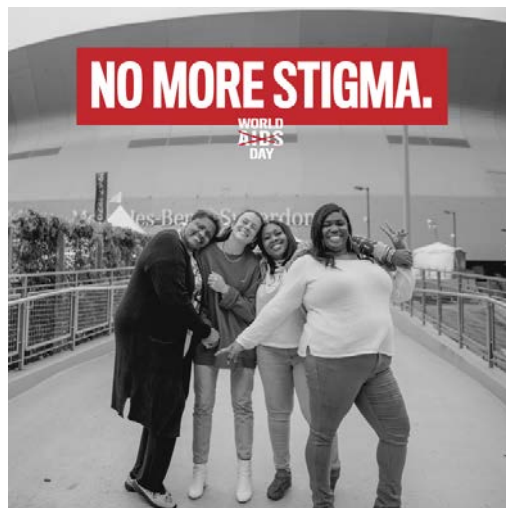
GET LOUD *Louisiana*

SOCIAL MEDIA GUIDE



Graphics for World AIDS Day can be found [here](#).

Additional graphics for the official World AIDS Day *Rock the Ribbon* campaign can also be found [here](#).



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GET LOUD Louisiana!


FACT SHEETS


Show your Support for
People Living with HIV


WorldAIDS Day
December 1

#RockTheRibbon

Around the World

 In 2021, an estimated **38 million** people were **living with HIV**.


 Since the start of the epidemic, an estimated **40.1 million** people have **died from an AIDS-related illness**.


 An estimated **1.5 million** people were **diagnosed with HIV** in 2021, a **32% decrease** since 2010.


HIV & AIDS in the United States

- There are over 1 million Americans living with HIV.
- In 2020, nearly 31,000 people were diagnosed with HIV.
- In 2020, over 14,000 people were diagnosed with AIDS.


The HIV epidemic affects some groups of people more than others, including:


 **Black & Hispanic/Latinx People**


 **Gay & Bisexual Men**


 **Persons Living in the Southern United States**


There are many factors that contribute to a person's risk for HIV and their overall health. Some of these factors include:


 **Education**

 **Access to Healthcare**

 **Stigma & Discrimination**

 **Employment**

 **Supportive Family & Community**

 **Safe & Stable Housing**

Finding ways to make sure people can access quality health services is important for the health of all people.

SOURCES: Centers for Disease Control and Prevention; UNAIDS

Downloadable fact sheets can be found at www.getloudlouisiana.org



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FACT SHEETS



HIV and AIDS in Louisiana



In 2021 there were **903 new HIV diagnoses** in Louisiana.

It is estimated that **1 in 6** people living with HIV in Louisiana are **undiagnosed** and **do not know their HIV status**.



In 2021, there were **22,326 people living with HIV** in Louisiana.

Over half of people living with HIV had a prior **AIDS diagnosis**.

Among persons living with HIV in 2021...



2 in 3 were Black



70% were male



Over half were over 45 years old

How YOU can prevent HIV transmission:

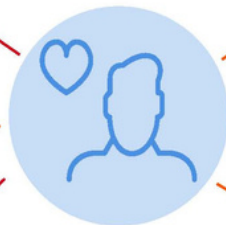
If you are living with HIV, **take your HIV medicine** to stay healthy & reduce the risk of passing HIV on to a partner.



Know your status and your partner's status. **Get tested for HIV.**



Avoid sharing needles and other injecting equipment.



If you are HIV-negative, ask your doctor about **PrEP**. **The daily pill to prevent HIV.**



Use **condoms** correctly every time you have oral, anal, or vaginal sex.



Get tested and treated for other sexually transmitted diseases (STDs).

For more information on HIV and testing locations near you visit: lahhub.org

Downloadable factsheets can be found at www.getloudlouisiana.org



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**#IWEARREDBECAUSE
#GETLOUDLOUISIANA**



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EVENTS

For more events, visit lahhub.org/worldaidsday



December 1st, 2022 | 9:30am

St. Anna's Episcopal Church
1313 Esplanade Ave

Join the faith-based community in raising awareness about HIV

Doreen Keeler-Tollerson 504.821.2601 X1006
Doreen.Tollerson@crescentcare.org





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EVENTS

For more events, visit lahhub.org/worldaidsday



**COMPREHENSIVE
CARE CENTER of SW LA**
compassion · kindness · respect

Putting Ourselves to the Test:
Achieving Equity to End HIV

Annual World AIDS Day Commemoration Event

Thursday, December 1
Time: 10:00am-4:00pm
Commemoration Program will begin at 12pm
Location: 425 Kingsley St.

Encouraging & Empowering people to unite globally to eliminate the disparities and inequities that create barriers to HIV testing, prevention, and access to HIV care. Confronting the inequalities that are impeding the fight to eradicate AIDS.

Music, Food, & More!

- Vaccines
- Harm reduction information and kits including Kloxxado
- Testing for HIV
- Music
- Gumbo
- Door prizes
- WAD commemoration program
- Art walk/silent auction

December 1st, 2022 | 10am-4pm
Comprehensive Care Center of SW LA
425 Kingsley St, Lake Charles, LA 70601




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EVENTS

For more events, visit lahhub.org/worldaidsday



WORLD AIDS DAY VIGIL
DECEMBER 1, 2022

JOIN US AS OUR COMMUNITY COMES TOGETHER
TO HONOR EVERYONE LOST TO HIV,
SUPPORT THOSE STILL HERE FIGHTING
& REDEDICATE OURSELVES TO THE WORK STILL LEFT AHEAD.
ALL ARE WELCOME TO ATTEND.

6:30PM
GATHER ON THE NEUTRAL GROUND
AT ELYSIAN FIELDS AND N. RAMPART

6:45PM
CANDLELIT PROCESSION TO THE
AIDS MEMORIAL IN WASHINGTON SQUARE

7-7:30PM
CANDLELIT VIGIL WITH GUEST SPEAKERS.

SPONSORED BY
PHOENIX

This event is brought to the community by:
the CrescentCity Leathermen, the Big Easy Sisters of Perpetual Indulgence, Onyx,
the Lords of Leather, the Renegade Bears of Louisiana & NOLA Pups and Handlers

December 1, 2022

700 Elysian Fields Ave, NOLA 70117

6:30 pm Meeting at Elysian Fields
and N Rampart,

6:45 pm Walking to the AIDS
Memorial,

7:00 pm Candlelit Vigil with Guest
Speakers



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EVENTS

For more events, visit lahhub.org/worldaidsday

Friday, December 2, 2022

7:00 PM – 10:00 PM

**Cary Saurage Community Arts Center
Baton Rouge, LA**



**Food ♦ Entertainment ♦ Education
Health Fair ♦ Whole Person Fair**

**Register to celebrate your friends
and family THRIVING with HIV at:
<https://HIV365.eventbrite.com>**



Scan Me!

December 2nd, 2022 | 7-10pm

**Cary Saurage Community Arts Center
231 St Ferdinand St, Baton Rouge, LA 70802**

Join the Baton Rouge Ending the HIV Epidemic Commission for HIV 365,
a party celebrating People Living With HIV as whole and unique individuals,
in all of our complexities!



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EVENTS

For more events, visit lahhub.org/worldaidsday

The poster has a circular design with a rainbow gradient. On the left, the words "HONOR WORLD AIDS DAY" are written in white, curved text. In the center, the title "HIV & AGING POLICY PANEL DISCUSSION" is in green, bold, sans-serif capital letters. Below the title, the date and time "DECEMBER 8 | 1 TO 2 PM EST" are in green, sans-serif capital letters. Further down, the text "HONOR WORLD AIDS DAY WITH SAGE!" is in blue, sans-serif capital letters, followed by "DISCUSS THE CHALLENGES FACED BY THOSE AGING WITH HIV ALONGSIDE FELLOW LGBTQ+ AND HIV/AIDS ACTIVISTS, POLICY EXPERTS, AND RESEARCHERS." in blue, sans-serif capital letters. At the bottom, "RSVP AT:" is in blue, sans-serif capital letters, followed by the URL "SAGEUSA.ORG/WORLDAIDSDAY22" in green, sans-serif capital letters. In the bottom right corner, the SAGE logo is present, with the text "Advocacy & Services for LGBTQ+ Elders" and the tagline "We refuse to be invisible."

December 8th, 2022 | 1-2pm EST

Virtual event

For decades, World AIDS Day has been a chance for people worldwide to stand together in the fight against HIV and show support for people living with HIV. In recognition of World AIDS Day, SAGE will host an online HIV and aging policy discussion on Thursday, December 8th. During this virtual event, HIV/aging activists, policy experts, and researchers from across the nation will discuss the challenges older people living with HIV face and how we can all work together to better address them. All are welcome.

RSVP at: SAGEUSA.ORG/WORLDAIDSDAY22



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EVENTS

For more events, visit lahhub.org/worldaidsday

Stigma Summit

December 9th, 2022 | 8:30am-4:30pm

Conference Centre, 11th Floor
601 Poydras St, NOLA 70130

Healthcare providers and community members are invited to engage in dialogue around HIV stigma in the healthcare system, criminal justice system, and wider community. The Stigma Summit will include panel discussions, breakout sessions, and training workshops to empower participants to identify and address stigma.

Registration required.

RSVP:

<https://www.eventbrite.com/e/new-orleans-stigma-summit-tickets-460461220907>

Bounce to Zero Ball

December 10th, 2022 | 7pm-2am

Carver Theater
2101 Orleans Ave, NOLA 70116

In paying homage to a culture that celebrates the Arts, Fashion, and Performance Talents in every fashion, we welcome you to Bounce to Zero "Vogue Ball". As we launch our campaign, we celebrate the individuals in this new era of NOLA "Ballroom Culture". The event will feature an art contest and entertainment starting at 7pm and a vogue ball contest at 10pm.

RSVP:

<https://www.eventbrite.com/e/bounce-2-zero-campaign-launch-ball-tickets-461146972007>

BOUNCE TO ZERO | AN INITIATIVE TO END THE HIV EPIDEMIC

SAVE THE DATE!

STIGMA SUMMIT

at the Conference Centre On 11
601 Poydras St, 11th Floor
New Orleans, LA 70130

Panel discussions, breakout sessions and training workshops to empower participants to identify and address HIV stigma in the healthcare system, criminal justice system, and wider community.

REGISTER TODAY

DECEMBER 9, 2022
8:30 AM – 4:30 PM

BOUNCE BALL

at the Carver Theater
2101 Orleans Ave, New Orleans, LA 70116

Celebration of Arts, Fashion, and Performance Talents with art contest and entertainment starting at 7:00 pm and Vogue Ball starting at 10:00 pm.

REGISTER TODAY

DECEMBER 10, 2022
7:00 PM – 2:00 AM

BOUNCETOZERO.COM



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EVENTS

New Orleans Regional AIDS Planning Council Event Calendar

New Orleans Regional Aids Planning Council (NORAPC)							Print Week Month Agenda	
Today	December 2022							
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
27	28	29	30	Dec 1	2	3		
	5pm Planning Council Meetin		10am HIV Awareness Event - 9:30am HIV Awareness Event 6:30pm Crescent City Leather					
4	5	6	7	8	9	10		
		3pm CCFBA 2nd annual Kour		10am Comprehensive Plannin		10pm Bounce to Zero Ball fo		
11	12	13	14	15	16	17		
	1pm Nominating/Bylaws Cor 3pm Allocations Committee I	5pm Community Coalition M			11:30am Executive Committe			
18	19	20	21	22	23	24		
						Christmas Eve		
25	26	27	28	29	30	31		
Christmas Day	Christmas Day (substitute) 5pm Planning Council Meetin					New Year's Eve		
Events shown in time zone: Central Time - Chicago							Google Calendar	

View the full calendar to see a list of events in the New Orleans
area: [NORAPC.org](https://www.norapc.org)



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TALKING POINTS

What is Get Loud Louisiana?

- Get Loud Louisiana is a community-centered initiative that aims to encourage everyone to know their HIV status, educate our community on both how to reduce the risk of HIV transmission and what it means to thrive with HIV, put an end to HIV-related stigma, and improve access to care and well-being for people living with HIV in our state.
- GLL is a call for everyone to start talking more about HIV, STIs, hepatitis C and sexual health. We want to break down the stigma and misconceptions that surround HIV, sexually transmitted infections and hepatitis C.
- Also, GLL is a call to lift up the voices of those who are living with HIV and those who are impacted — and make sure they are the ones leading the way forward.

What is Ending the HIV Epidemic?

- Many community leaders across the United States are calling for an end to the HIV epidemic in their cities, their counties, and their states through the development of Ending the Epidemic (ETE or EHE) plans.
- Ending the HIV Epidemic is a national initiative developed by agencies across the U.S. Department of Health and Human Services (HHS) to pursue the goal of ending the HIV epidemic in the United States by 2030.
- In Louisiana, our goals are to:
 - Eliminate stigma
 - Ensure universal access to prevention tools
 - Ensure universal access to health and community resources
 - Improve social justice to eliminate health & social inequities
 - Achieve a more coordinated response to end the HIV epidemic



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TALKING POINTS

How can I get involved?

- Attend World AIDS Day events and participate in the anti-stigma social media campaign. Learn more at GetLoudLouisiana.org and follow on social media.
- Start talking more about HIV, STIs, hepatitis C and sexual health with family, friends, significant others and healthcare providers. Speaking up begins to break down the stigma and misconceptions that surround HIV, sexually transmitted infections and hepatitis C.
- If you are sexually active, get screened regularly for STIs (including HIV and syphilis). Learn more at LouisianaHealthHub.org
- **Share with your family and friends the message of U=U, Undetectable = Untransmittable.** People living with HIV who take their medication as prescribed and have an undetectable viral load have no risk of transmitting HIV to their sexual partners.

What is World AIDS Day?

- World AIDS Day takes place on December 1st each year. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness.
- Each year, the Louisiana Department of Health STD/HIV/Hepatitis Program recognizes World AIDS Day through amplifying social marketing campaigns and community-led events.
- This year, we are raising our voices to *Get Loud* about ending the HIV epidemic and encouraging everyone to participate in the World AIDS Day events. GetLoudLouisiana.org

Websites to learn more:

- getloudlouisiana.org
- lahhub.org
- preventionaccess.org
- hiv.gov/federal-response/ending-the-hiv-epidemic/overview
- worldaidsday.org



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